



## Resources Page

**What kinds of programs and resources does Google offer Hispanic-owned businesses to support their growth efforts?**

- [Our Grow with Google Digital Coaches program](#) is designed to provide digital skills training and coaching that help Black and Latinx small businesses grow and thrive online. Coaches provide ongoing support, including virtual training, in 20 cities across the U.S. with a high density and growing segment of diverse small business owners.
- Coaches are diverse small business owners themselves with deep ties to the local community. They empower their fellow small business owners by spreading awareness and knowledge of how SMBs can use Google's free and paid products to launch and grow their businesses through **tailored workshops, 1:1 mentorship and hosting of small business meetups and networking events**. All virtual for now.
- **Coaches host 3-4 workshops each month** for business owners at varying levels of digital expertise. In locations with a large volume of spanish speaking learners - Miami, Houston, Austin, the Bay Area, Los Angeles, Phoenix and New York City, **spanish language workshops** are held at a regular cadence by our bi-lingual coaches.
- In addition to our Digital Coaches program, Grow with Google hosts [workshops](#) in collaboration with partners via the [Grow with Google Partner Program](#) or via [Grow with Google OnAir](#), which is available in both English and Spanish. Through these programs, 92% of small businesses reported increased confidence/knowledge and 72% have experienced a positive impact as a result of what they learnt.

Latino-owned small businesses can also access free training resources to help grow their business through [Grow with Google "Paso a Paso," OnAir En Español](#), and [Primer](#) app minicourses (available in English and Spanish) to help grow their businesses.